

PROCON.ORG READER DEMOGRAPHICS

1,032 responses to our online survey conducted from 2/1/13– 4/8/13

1. What is your age?

		Response Percent	Response Count
11 or under		1.6%	16
12-14		16.5%	170
15-17		21.4%	221
18-24		13.0%	134
25-34		7.4%	76
35-44		7.4%	76
45-54		10.9%	113
55-64		12.3%	127
65 or older		9.6%	99

2. Are you male or female?




		Response Percent	Response Count
Female		48.6%	502
Male		47.4%	489
Decline to state		4.0%	41

3. With which political party do you most closely identify?




Note: A 2012 Gallup aggregated poll showed that 47% identified with or leaned Democratic; 42% identified with or leaned Republican; in the 2012 Presidential election, Obama received 51.06% of the votes; Romney received 47.21%.

		Response Percent	Response Count
Constitution		1.9%	20
Democratic		38.6%	398
Green		4.2%	43
Libertarian		6.3%	65
Republican		16.6%	171
None of the above		13.8%	142
Decline to state		11.9%	123
Other (please specify)		6.8%	70




4. How many times have you visited ProCon.org?

		Response Percent	Response Count
It's my first time		35.6%	367
2-4 times		25.8%	266
5 or more times		38.7%	399




5. Did ProCon.org help you to think more critically, make better judgments on the subject matter, or see issues in a new light?

		Response Percent	Response Count
Yes		74.1%	765
No		6.9%	71
Not sure		19.0%	196




6. Did you learn any new facts or information and come away with a deeper understanding of the issue or subject matter?

		Response Percent	Response Count
Yes		85.3%	880
No		6.3%	65
Not sure		8.4%	87




7. Based on what you learned at ProCon.org, did you change any of your perceptions, feelings, or opinions on an issue?

		Response Percent	Response Count
Yes		36.7%	379
No		38.9%	401
Not sure		24.4%	252





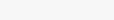




8. Did your experience at ProCon.org make you want to learn more about any of the subject matter?

		Response Percent	Response Count
Yes		80.3%	829
No		8.0%	83
Not sure		11.6%	120

9. Did you enjoy your overall experience at ProCon.org?

		Response Percent	Response Count
Yes		87.2%	900
No		3.1%	32
Not sure		9.7%	100

10. What are the reasons for your visit to ProCon.org? (please check **all** that apply)

		Response Percent	Response Count
to improve my general knowledge on an issue		61.7%	637
to work on my school assignment		52.7%	544
to validate or confirm my beliefs on an issue		36.8%	380
to challenge my beliefs on an issue or to be my own devil's advocate		30.0%	310
to help me take a position on an issue		37.6%	388
to help me to decide how to vote on an issue or candidate		18.4%	190
to help me win a debate		23.8%	246
to answer a specific question I had		31.4%	324
Other (please specify)		10.9%	113